Pay-per-click, also commonly known as PPC, is one of the main branches of digital marketing. Its main characteristic is that you need direct economic resources regularly to develop. Still, unlike SEO, PPC campaigns or ads have immediate results.

# What is PPC Marketing?

As we saw briefly in the introduction, PPC campaigns are a payment-based advertising mode, where the advertiser has to pay to appear in front of their potential customers.

With PPC Marketing, the advertiser can appear at the top of the search engine, even above the organic results positioned with SEO. This guarantees that the ad will have at least a high impression rate from users immediately.

Pay-per-click brings paid traffic to our website. Therefore, it is important to have frequent and extensive control of the campaign metrics to make said traffic profitable for us when generating business. These ads must be followed periodically to optimize their operation and achieve constant improvement in performance.

# Indicators and Measurement of PPC Campaigns

There are multiple indicators for control, but the most relevant is the Return on Advertising Investment, also known as (**ROAS**) Return on Ad Spend. This KPI tells us how many euros of business have been generated for each euro invested in the campaign.

However, PPC is one of many investment forms in paid digital marketing campaigns. There are other models, such as **PPM** (Pay-Per-Impression), where we pay for every 1000 impressions of our ad, or **PPA** (Pay-Per-Action), where we spend each time the user converts.

Depending on your campaign's objective, we should consider some metrics more than others. That is, if we aim to increase the branding of our brand or company, metrics related to visibility will take on greater importance. On the other hand, if our advertising strategy aims to increase sales, we should focus on other indicators related to conversion.

Currently, you can find this type of advertising on search engines such as Google or Bing and on social networks such as Facebook (where advertising is managed through Google Ads, Bing Ads and Facebook Ads, respectively).

# Advantages of Pay Per Click Campaign

People should be aware that the main mistake when discussing this type of advertising is to see the money allocated as a cost rather than an investment. Well, it must be understood as the second since it will directly impact the return of the company's economic activity.

The main advantage of this way of advertising is that you pay for real results. When we say "**Pay Per Click**", we refer to the fact that it is counted as an expense only when the user clicks on the ad. This guarantees us that a high percentage of users who come to our website through advertisements will be highly qualified to have access voluntarily after formulating their search.

Furthermore, another great advantage of PPC is that we can control the quality level of users that we want to be able to find us, which helps us optimize the budget. The system allows us to segment users by demographic, geographic, and search characteristics, among many other ways.

It may seem visible, but we always decide how, when and how much to invest. Well, the system will not charge us more than the investment we have given it. This is closely linked to the fact that, in addition, we can set a maximum Cost Per Click (CPC) bid per campaign so we can control the investment even more.

An important factor is to know that campaigns are dynamic. At any time, we can modify any of the campaign sections without stopping (Whether it be the ad copy, the budget, or the analysis...)

Another of the great advantages of PPC campaigns is the ease of monitoring performance through the system's dashboards. Thanks to those who can make effective decisions based on real campaign metrics.

When should you use PPC or pay-per-click campaigns?

The moment to apply PPC Campaigns to your company is closely linked to their advantages. One of the main reasons to consider developing this type of advertising is when you need immediate results.

With pay-per-click, you will achieve results in the very short term since, from the moment you activate the campaign, you will begin to appear instantly when they search for you. Therefore, it could be a very good option when you want to test a new product on the market or when you want to attract potential leads quickly.

Are you tired of having traffic on your page that doesn't convert? Pay-per-click can ensure that the traffic you receive from now on is quality. Also, manage to improve your business metrics quickly and efficiently.

Without a doubt, when you are going to develop this type of campaign, it is important that you have a specialized team behind you to guarantee the best possible results. One of the best alternatives is outsourcing this service to a digital marketing agency since they have extensive experience creating and optimizing PPC campaigns.